

WHAT IS CLAIMED IS:

- 1 1. A method for use in an environment including a client device and an ad
2 server, the method comprising:
 - 3 a) accepting document information, sourced from an application on the
4 client device;
 - 5 b) determining at least one ad relevant to content of the document using
6 at least the accepted document information; and
 - 7 c) sending the at least one ad determined to the client device.
- 1 2. The method of claim 1 wherein the act of determining at least one ad relevant
2 to the content of the document further uses at least ad relevance information.
- 1 3. The method of claim 2 wherein the ad relevance information includes an ad
2 concept.
- 1 4. The method of claim 1 wherein the document information is document
2 relevance information.
- 1 5. The method of claim 1 wherein the document information is at least one
2 concept of the content of the document.
- 1 6. The method of claim 1 wherein the document information is a document
2 identifier.
- 1 7. The method of claim 6 wherein the act of determining at least one ad relevant
2 to the content of the document includes
 - 3 i) using the document identifier to lookup document content
4 relevance information, and
 - 5 ii) using the document content relevance information to determine
6 at least one ad relevant to the content of the document.

1 8. The method of claim 1 wherein the document information includes document
2 content.

1 9. The method of claim 1 wherein the application is a content requesting and
2 rendering application.

1 10. The method of claim 1 wherein the application is a browser.

1 11. The method of claim 1 wherein the application is a browser plug-in.

1 12. The method of claim 1 wherein the application is a browser toolbar.

1 13. A method for use in an environment including a client device and a
2 content-relevant ad server, the method comprising:

- 3 a) receiving, by the client device, a requested document including
4 content;
5 b) submitting, by the client device, a request for at least one
6 content-relevant ad to the content-relevant ad server;
7 c) receiving, by the client device, at least one content-relevant ad,
8 sourced by the content-relevant ad server; and
9 d) rendering, by the client device, at least one of the at least one
10 content-relevant ad received.

1 14. The method of claim 13 wherein the request includes an identifier of the
2 received document.

1 15. The method of claim 13 wherein the request includes content of the received
2 document.

1 16. The method of claim 13 wherein the request includes concepts derived from
2 the content of the received document.

- 1 17. The method of claim 13 further comprising:
 - 2 - extracting, by the client device, concepts from the content of the
 - 3 received document,
 - 4 wherein the request includes the concepts extracted by the client device.

- 1 18. The method of claim 13 wherein the act of rendering, by the client device, at
2 least one of the at least one content-relevant ad received includes rendering the
3 at least one of the at least one content-relevant ad in association with the content
4 of the requested document.

- 1 19. The method of claim 13 further comprising:
 - 2 e) rendering, by the client device, the content of the document in a first
 - 3 window,
 - 4 wherein the at least one of the at least one content-relevant ad received is
 - 5 rendered in a second window.

- 1 20. The method of claim 19 wherein the second window is rendered over, and at
2 least partially covers, the first window.

- 1 21. The method of claim 19 wherein the second window is rendered beneath the
2 first window without covering any part of the first window.

- 1 22. The method of claim 19 wherein the second window is rendered adjacent to
2 the first window.

- 1 23. The method of claim 13 wherein the request for at least one content-relevant
2 ad is generated and sent by a browser application on the client device.

- 1 24. The method of claim 23 wherein the at least one of the at least one
2 content-relevant ad received is rendered by the browser application.

1 25. The method of claim 13 wherein the request for at least one content-relevant
2 ad is generated and sent by a browser plug-in on the client device.

1 26. The method of claim 25 wherein the at least one of the at least one
2 content-relevant ad received is rendered by the browser plug-in.

1 27. The method of claim 13 wherein the request for at least one content-relevant
2 ad is generated and sent by a browser toolbar on the client device.

1 28. The method of claim 27 wherein the at least one of the at least one
2 content-relevant ad received is rendered by the browser toolbar.

1 29. The method of claim 13 further comprising:
2 e) rendering content of the requested document,
3 wherein the act of rendering content of the requested document is initiated
4 before the act of submitting a request.

1 30. The method of claim 13 further comprising:
2 e) rendering content of the requested document,
3 wherein the act of rendering content of the requested document is
4 completed before the act of submitting a request.

1 31. The method of claim 13 further comprising:
2 e) rendering content of the requested document,
3 wherein the act of rendering content of the requested document is initiated
4 before the act of rendering at least one of the at least one content-relevant ad
5 received is initiated.

1 32. The method of claim 13 further comprising:
2 e) rendering content of the requested document,

3 wherein the act of rendering content of the requested document is
4 completed before the act of rendering at least one of the at least one
5 content-relevant ad received is initiated.

1 33. The method of claim 13 wherein the act of submitting a request for at least
2 one content-relevant ad to the content-relevant ad server occurs before a request
3 for the requested document.

1 34. The method of claim 13 wherein the act of submitting a request for at least
2 one content-relevant ad to the content-relevant ad server occurs substantially
3 concurrently with a request for the requested document.

1 35. The method of claim 13 further comprising:
2 e) rendering, by the client device, the content of the document in a
3 browser window,
4 wherein the at least one of the at least one content-relevant ad received is
5 rendered in the browser window.

1 36. The method of claim 13 further comprising:
2 e) rendering, by the client device, the content of the document in a first
3 part of a browser window,
4 wherein the at least one of the at least one content-relevant ad received is
5 rendered in a second part of the browser window, wherein the second part of the
6 browser window shares no space with the first part of the browser window.

1 37. The method of claim 36 wherein the second part of the browser window is a
2 browser chrome part of the browser window.

1 38. The method of claim 36 wherein the second part of the browser window is a
2 browser toolbar.

- 1 39. The method of claim 36 further comprising:
2 f) rendering browser chrome in a third part of the browser window.
- 1 40. The method of claim 39 wherein the third part of the browser window is
2 arranged between the first and second parts of the browser window.
- 1 41. The method of claim 39 wherein the second part of the browser window is
2 arranged between the first and third parts of the browser window.
- 1 42. Apparatus, for use in an environment including a client device and an ad
2 server, the apparatus comprising:
3 a) an input for accepting document information, sourced from an
4 application on the client device;
5 b) means for determining at least one ad relevant to content of the
6 document using at least the accepted document information; and
7 c) means for sending the at least one ad determined to the client device.
- 1 43. The apparatus of claim 42 wherein the means for determining at least one
2 ad relevant to the content of the document further uses at least ad relevance
3 information.
- 1 44. The apparatus of claim 43 wherein the ad relevance information includes an
2 ad concept.
- 1 45. The apparatus of claim 42 wherein the document information is document
2 relevance information.
- 1 46. The apparatus of claim 42 wherein the document information is at least one
2 concept of the content of the document.

1 47. The apparatus of claim 42 wherein the document information is a document
2 identifier.

1 48. The apparatus of claim 47 wherein the means for determining at least one
2 ad relevant to the content of the document includes
3 i) means for looking up document content relevance information
4 using the document identifier; and
5 ii) means for determining at least one ad relevant to the content of
6 the document using the document content relevance information.

1 49. The apparatus of claim 42 wherein the document information includes
2 document content.

1 50. The apparatus of claim 42 wherein the application is a content requesting
2 and rendering application.

1 51. The apparatus of claim 42 wherein the application is a browser.

1 52. The apparatus of claim 42 wherein the application is a browser plug-in.

1 53. The apparatus of claim 42 wherein the application is a browser toolbar.

1 54. Apparatus, residing on a client device, for use in an environment including a
2 content-relevant ad server, the apparatus comprising:
3 a) means for submitting a request for at least one content-relevant ad to
4 the content-relevant ad server;
5 b) an input for receiving
6 i) a requested document including content, and
7 ii) at least one content-relevant ad, sourced by the content-relevant
8 ad server; and

9 c) means for rendering at least one of the at least one content-relevant ad
10 received.

1 55. The apparatus of claim 54 wherein the request includes an identifier of the
2 received document.

1 56. The apparatus of claim 54 wherein the request includes content of the
2 received document.

1 57. The apparatus of claim 54 wherein the request includes concepts derived
2 from the content of the received document.

1 58. The apparatus of claim 54 further comprising:
2 - means for extracting concepts from the content of the received
3 document,
4 wherein the request includes the concepts extracted by the client device.

1 59. The apparatus of claim 54 wherein the means for rendering at least one of
2 the at least one content-relevant ad received renders the at least one of the at
3 least one content-relevant ad in association with the content of the requested
4 document.

1 60. The apparatus of claim 54 further comprising:
2 e) means for rendering the content of the document in a first window,
3 wherein the at least one of the at least one content-relevant ad received is
4 rendered in a second window.

1 61. The apparatus of claim 60 wherein the second window is rendered over, and
2 at least partially covers, the first window.

1 62. The apparatus of claim 60 wherein the second window is rendered beneath
2 the first window without covering any part of the first window.

1 63. The apparatus of claim 60 wherein the second window is rendered adjacent
2 to the first window.

1 64. The apparatus of claim 54 wherein the means for submitting the request for
2 at least one content-relevant ad is a browser application on the client device.

1 65. The apparatus of claim 64 wherein the means for rendering is the browser
2 application.

1 66. The apparatus of claim 54 wherein the means for submitting the request for
2 at least one content-relevant ad is a browser plug-in on the client device.

1 67. The apparatus of claim 66 wherein the means for rendering is the browser
2 plug-in.

1 68. The apparatus of claim 54 wherein the means for submitting the request for
2 at least one content-relevant ad is a browser toolbar on the client device.

1 69. The apparatus of claim 68 wherein the means for rendering is the browser
2 toolbar.

1 70. The apparatus of claim 54 further comprising:
2 e) means for rendering content of the requested document,
3 wherein the means for rendering initiates rendering content of the
4 requested document before the means for submitting submits a request.

1 71. The apparatus of claim 54 further comprising:
2 e) means for rendering content of the requested document,

3 wherein the means for rendering completes rendering content of the
4 requested document before the means for submitting submits a request.

1 72. The apparatus of claim 54 further comprising:

2 e) means for rendering content of the requested document,
3 wherein the rendering of content of the requested document is initiated
4 before the rendering of at least one of the at least one content-relevant ad
5 received is initiated.

1 73. The apparatus of claim 54 further comprising:

2 e) means for rendering content of the requested document,
3 wherein the rendering of content of the requested document is completed
4 before the rendering of at least one of the at least one content-relevant ad
5 received is initiated.

1 74. The apparatus of claim 54 wherein the submission of a request for at least
2 one content-relevant ad to the content-relevant ad server occurs before a request
3 for the requested document.

1 75. The apparatus of claim 54 wherein the submission of a request for at least
2 one content-relevant ad to the content-relevant ad server occurs substantially
3 concurrently with a request for the requested document.

1 76. The apparatus of claim 54 further comprising:

2 e) means for rendering the content of the document in a browser window,
3 wherein the at least one of the at least one content-relevant ad received is
4 rendered in the browser window.

1 77. The apparatus of claim 54 further comprising:

2 e) means for rendering the content of the document in a first part of a
3 browser window,

4 wherein the at least one of the at least one content-relevant ad received is
5 rendered in a second part of the browser window, wherein the second part of the
6 browser window shares no space with the first part of the browser window.

1 78. The apparatus of claim 77 wherein the second part of the browser window is
2 a browser chrome part of the browser window.

1 79. The apparatus of claim 77 wherein the second part of the browser window is
2 a browser toolbar.

1 80. The apparatus of claim 77 further comprising:

2 f) means for rendering browser chrome in a third part of the browser
3 window.

1 81. The apparatus of claim 80 wherein the third part of the browser window is
2 arranged between the first and second parts of the browser window.

1 82. The apparatus of claim 80 wherein the second part of the browser window is
2 arranged between the first and third parts of the browser window.